



## News Release

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### **Safe Kids Davis County is Best in U.S.**

#### *Northern Utah Children's Safety Group Wins National Honor*

**(Salt Lake City, UT)** — Of 314 state and local Safe Kids coalitions in the United States, Safe Kids Davis County was recently named Coalition of the Year by Safe Kids Worldwide.

“Unintentional injury is the number one killer of children ages 14 and under,” said Martin R. Eichelberger, president and CEO of Safe Kids Worldwide. “One of the best ways we can prevent these deaths is through education, and Davis County Safe Kids has done a remarkable job in that arena,” he said.

Safe Kids Davis County was organized in 1995 with the goal of saving children's lives by reducing unintentional injuries. The group's primary areas of focus are home and vehicle safety, drowning prevention and bicycle injury prevention. Over the last year, Safe Kids reached more than 74,000 Davis County residents through:

- Safe Kids Week Fest activities (1,500 attendees)
- Child safety seat checks (420 seats)
- Safety seat giveaways (135 seats)
- Bicycle safety activities (2,000 attendees)
- Booster seat classes (1,000 attendees)
- Home safety device giveaways (248 devices including outlet covers and smoke alarms)
- Gunlock giveaways (1,000 locks)

Safe Kids Davis County's biggest outreach was its 8<sup>th</sup> Annual Green Ribbon Month, a pedestrian safety project the group pioneered in 1998. The program enlists students to sign pledges to walk safely in crosswalks and at intersections, and motorists to drive more safely in neighborhoods and school zones. In 2005, 36 schools and 101 local businesses participated.

“Our staff in Washington relies on dedicated and passionate people at the local level who get injury prevention messages out to their communities,” said Eichelberger.

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“The strength of Safe Kids is in our coalitions like Davis County that work tirelessly to reach as many parents and children as possible,” he added.

According to data from the Utah Department of Health, the rate of child injury hospitalizations in Davis County (ages birth to 14) has fallen from 12 per 100,000 children to 7 per 100,000 since the coalition was founded.

“Certainly we’re honored to receive this national recognition,” said Safe Kids Davis County co-coordinator Teresa Smith. “To be singled out of such dedicated company is a huge vote of confidence in our work. But the truth is, every Utah Safe Kids group has saved countless lives through a variety of prevention methods,” she said

Safe Kids Davis County partners include the Clinton, Kaysville and Farmington Police Departments, the Layton and Sunset City Fire Departments, Davis County Head Start, Davis Hospital and Medical Center, Davis County Medical Alliance, Davis School District, Davis County Sheriff’s Office, Davis County Youth Council, KIDGUARD, Layton Hills Mall, Layton Wal-Mart, Region 3 PTA, Second District Juvenile Court, Utah Highway Patrol, Utah Highway Safety Office, Wee Care Pediatrics, and Young Automotive Group. Safe Kids Davis County is led by the Davis County Health Department and is affiliated with Safe Kids Utah, which operates out of UDOH.

For more information about Safe Kids Utah and preventing accidental injury, call 801-538-6348 or visit [www.utahsafekids.org](http://www.utahsafekids.org)

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*The mission of the Utah Department of Health is to protect the public's health through preventing avoidable illness, injury, disability and premature death, assuring access to affordable, quality health care, and promoting healthy lifestyles.*